



WPLG

ORDER

Flight Dates 10/03/12-10/09/12

Contract / Revision 261043 /

Original Date / Revision
10/02/12 10/05/12

Advertiser Pol/Mitt Romney/R/ Presider

Agency American Rambler Producti

Buying Contact

138 Conant Street
Beverly, MA 01915

Product
ROMNEY FOR PRESIDENT

Agency Com 15%

Billing Contact

138 Conant Street
Beverly, MA 01915

Sales Office DC

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # 463

Alt Order # 06361534

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL CAND

Product Codes PL-Presidential-Republican

Priority P-2

Advertiser Ref

Primary Account Executive

Aaron Ashe

Account Executive	Order%	Start Date	End Date
Aaron Ashe	100%		

Order Share 100% Market Value 53675

Competing Station	% of Order	Amount
WBFS	%	0
WBZL	%	0
WFOR	%	0
WPXM	%	0
WSVN	%	0
WTVJ	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	29	\$45,623.75	\$53,675.00	0.00	10/01/12	10/09/12	29	\$45,623.75	\$53,675.00
Totals	29	\$45,623.75	\$53,675.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 1	WPLG	10/03/12	10/05/12	M-F 11-1135P M-F 11-1135P	CM	11-1135P (11:00 PM-11:30 PM)	--WTF--	:30	3	\$2,000.00	P-2	0.00	NM	3	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	--WTF--		3				\$2,000.00		0.00			
E 2	WPLG	10/08/12	10/09/12	M-F 11-1135P M-F 11-1135P	CM	11-1135P	MT-----	:30	2	\$2,000.00	P-2	0.00	NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	MT-----		2				\$2,000.00		0.00			
E 3	WPLG	10/08/12	10/08/12	Mon 10-11p Castle	CM	10-11p (10:00 PM-11:00 PM)	1-----	:30	1	\$7,000.00	P-2	0.00	NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	1-----		1				\$7,000.00		0.00			
E 4	WPLG	10/09/12	10/09/12	Tue 8-9p Dancing With The Sta	CM	8-9p (8:00 PM-9:00 PM)	-1-----	:30	1	\$4,000.00	P-2	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-1-----		1				\$4,000.00		0.00			
E 5	WPLG	10/05/12	10/05/12		CM	9-10p	----1--	:30	1	\$5,000.00	P-2	0.00	NM	1	\$5,000.00



WPLG

Print Date: 10/05/12

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Contract / Revision **261043** Flight Dates **10/03/12-10/09/12**

Hiatus Dates

Original Date / Revision 10/02/12/ 10/05/12

Order Sep 00:15:00

Advertiser **Pol/Mitt Romney/R/ Preside** Product **ROMNEY FOR PRESIDENT** Estimate # **463**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
Fr 9-10p Primetime: What Woul															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	----1--		1				\$5,000.00		0.00			
E 6	WPLG	10/06/12	10/06/12	6AM-Sat LCL 10 News CM		6-7am	-----1-	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
				Local 10 News Sat @		(6:00 AM-6:30 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----1-		1				\$400.00		0.00			
E 7	WPLG	10/06/12	10/06/12	6AM-Sat LCL 10 News CM		6-7am	-----1-	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
				Local 10 News Sat @		(6:30 AM-7:00 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----1-		1				\$400.00		0.00			
E 8	WPLG	10/06/12	10/06/12	7AM-Sat LCL 10 News CM		7-8am	-----1-	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
				Local 10 News Sat @		(7:00 AM-7:30 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----1-		1				\$600.00		0.00			
E 9	WPLG	10/06/12	10/06/12	7AM-Sat LCL 10 News CM		7-8am	-----1-	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
				Local 10 News Sat @		(7:30 AM-8:00 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----1-		1				\$600.00		0.00			
E 10	WPLG	10/06/12	10/06/12	Sa GMA	CM	8-9am	-----1-	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
				Sat/Good Morning Ame		(8:00 AM-8:30 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----1-		1				\$800.00		0.00			
E 11	WPLG	10/06/12	10/06/12	9AM-Sat LCL 10 News CM		9-10:30am	-----1-	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
				Local 10 News Saturd		(9:00 AM-9:30 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----1-		1				\$600.00		0.00			
E 12	WPLG	10/06/12	10/06/12	9AM-Sat LCL 10 News CM		9-10:30am	-----1-	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
				Local 10 News Saturd		(9:30 AM-10:00 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----1-		1				\$600.00		0.00			
E 13	WPLG	10/06/12	10/06/12	9AM-Sat LCL 10 News CM		9-10:30am	-----1-	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
				Local 10 News Saturd		(10:00 AM-10:30 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----1-		1				\$600.00		0.00			
E 14	WPLG	10/06/12	10/06/12	SAT 5:30am LCL News CM		5:30a-6a	-----1-	:30	1	\$25.00	P-2	0.00	NM	1	\$25.00
				SAT/5:30a-6a LCL New		(5:30 AM-6:00 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----1-		1				\$25.00		0.00			
E 15	WPLG	10/07/12	10/07/12	6AM-Sun LCL 10 News CM		6-7am	-----1	:30	1	\$100.00	P-2	0.00	NM	1	\$100.00
				Local 10 News Sunday		(6:00 AM-6:30 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----1		1				\$100.00		0.00			
E 16	WPLG	10/07/12	10/07/12	6AM-Sun LCL 10 News CM		6-7am	-----1	:30	1	\$100.00	P-2	0.00	NM	1	\$100.00
				Local 10 News Sunday		(6:30 AM-7:00 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----1		1				\$100.00		0.00			
E 17	WPLG	10/07/12	10/07/12	7a-Sun LCL 10 News CM		7-8am	-----1	:30	1	\$175.00	P-2	0.00	NM	1	\$175.00
				Local 10 News Sunday		(7:00 AM-7:30 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----1		1				\$175.00		0.00			



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Print Date: 10/05/12

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Hiatus Dates

Original Date / Revision 10/02/12/ 10/05/12

Order Sep 00:15:00

Advertiser **Pol/Mitt Romney/R/ Preside** Product **ROMNEY FOR PRESIDENT** Estimate # **463**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 17	WPLG	10/07/12	10/07/12	7a-Sun LCL 10 News Local 10 News Sunday	CM	7-8am (7:00 AM-7:30 AM)	-----1	:30	1	\$175.00	P-2	0.00 NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week: 10/01/12		10/01/12	10/07/12	-----1		1				\$175.00		0.00		
E 18	WPLG	10/07/12	10/07/12	7a-Sun LCL 10 News Local 10 News Sunday	CM	7-8am (7:30 AM-8:00 AM)	-----1	:30	1	\$175.00	P-2	0.00 NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week: 10/01/12		10/01/12	10/07/12	-----1		1				\$175.00		0.00		
E 19	WPLG	10/07/12	10/07/12	Su GMA Su GMA	CM	8-9am (8:00 AM-8:30 AM)	-----1	:30	1	\$700.00	P-2	0.00 NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week: 10/01/12		10/01/12	10/07/12	-----1		1				\$700.00		0.00		
E 20	WPLG	10/07/12	10/07/12	Su GMA Su GMA	CM	8-9am (8:30 AM-9:00 AM)	-----1	:30	1	\$700.00	P-2	0.00 NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week: 10/01/12		10/01/12	10/07/12	-----1		1				\$700.00		0.00		
E 21	WPLG	10/07/12	10/07/12	9a-Sun LCL 10 News 9a-Sun LCL 10 News	CM	9-1030am (9:00 AM-9:30 AM)	-----1	:30	1	\$600.00	P-2	0.00 NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week: 10/01/12		10/01/12	10/07/12	-----1		1				\$600.00		0.00		
E 22	WPLG	10/07/12	10/07/12	This Week (ABC) This Week (ABC)	CM	1030-1130am (10:30 AM-11:30 AM)	-----1	:30	1	\$900.00	P-2	0.00 NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week: 10/01/12		10/01/12	10/07/12	-----1		1				\$900.00		0.00		
E 23	WPLG	10/07/12	10/07/12	Su 7-8p America's Funniest H	CM	7-8p (7:00 PM-8:00 PM)	-----1	:30	1	\$1,000.00	P-2	0.00 NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week: 10/01/12		10/01/12	10/07/12	-----1		1				\$1,000.00		0.00		
E 24	WPLG	10/07/12	10/07/12	SUN 11-1130P SUN 11-1135P	CM	11-1135P	-----1	:30	1	\$600.00	P-2	0.00 NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week: 10/01/12		10/01/12	10/07/12	-----1		1				\$600.00		0.00		
N 25	WPLG	10/08/12	10/08/12	Mon 8-9p Dancing With The Stars: /	CM	8-10p	M-----	:30	1	\$13,000.00	P-2	0.00 NM	1	\$13,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week: 10/08/12		10/08/12	10/14/12	M-----		1				\$13,000.00		0.00		
N 26	WPLG	10/09/12	10/09/12	Tue 10-11p Private Practice	CM	10-11p	-T-----	:30	1	\$5,000.00	P-2	0.00 NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week: 10/08/12		10/08/12	10/14/12	-T-----		1				\$5,000.00		0.00		
													Totals	29 \$53,675.00